AMENDMENTS TO THE CLAIMS

    1. (Currently amended) A method for responding to a broadcast segment, the method comprising:

    receiving [[the]] a_broadcast ~~segment~~ using a communications device, wherein the broadcast comprises at least one broadcast segment;

    extracting, using the communications device, at least a unique event identifier corresponding to a specific instance of the broadcast segment and user options associated with the broadcast segment, wherein the unique event identifier comprises a code that distinguishes at least: a broadcaster identifier; a product, item, or service identifier; and a date and time of the broadcast segment;

    the unique event identifier being provided by a data manager, wherein the data manager is separate from the communications device;

    storing, using the communications device, the unique event identifier and the user options associated with the broadcast segment in a memory of the communications device for a period of time after the broadcast of the broadcast segment, the communications device configured to allow a user to select the user options after the broadcast of the broadcast segment;

    detecting, using the communications device, a selection by [[a]]the user of the user options in response to the broadcast segment;

    extracting from the communications device a user identifier;

    creating, using the communications device, a data packet comprising at least the unique event identifier and the user identifier; and

    communicating the data packet to the data manager for responding to the data packet.

    2. (Previously presented) The method of Claim 1, wherein the selection corresponds to the user tuning to a broadcast frequency.

    3. (Previously presented) The method of Claim 1, wherein the data packet further comprises a time corresponding to a time of the broadcast segment.

    4. (Previously presented) The method of Claim 1, wherein the data packet further comprises a time corresponding to a time of the user response.

    5. (Original) The method of Claim 1, wherein the user identifier corresponds to a network address.

6. (Original) The method of Claim 1, wherein the user identifier corresponds to a telephone number.

7. (Previously presented) The method of Claim 1, wherein the user identifier corresponds to an electronic serial number.

8. (Original) The method of Claim 1, wherein the user identifier corresponds to a vehicle identification number.

9. (Original) The method of Claim 1, wherein the communications device is wireless.

10. (Previously presented) The method of Claim 1, wherein the extracting of the unique event identifier occurs over a wireless network.

11. (Previously presented) The method of Claim 1, further comprising using the communicated unique event identifier to identify an event in a database.

12. (Canceled)

13. (Canceled)

14. (Canceled)

15. (Canceled)

16. (Canceled)

17. (Canceled)

18. (Canceled)

19. (Canceled)

20. (Canceled)

21. (Canceled)

22. (Canceled)

23. (Canceled)

24. (Canceled)

25. (Canceled)

26. (Canceled)

27. (Canceled)

28. (Canceled)

29. (Canceled)

30. (Canceled)

31. (Canceled)

32. (Canceled)

33. (Canceled)

34. (Currently amended) A method for tracking and compiling user responses to a broadcast segment in a broadcast, the method comprising:

providing at least one unique event identifier corresponding to a specific instance of [[the]] each broadcast segment and at least one user option associated with the broadcast segment;

broadcasting the at least one unique event identifier and the at least one user option associated with the broadcast segment over a data stream;

receiving, using a broadcast receiver device, the broadcast segment, the at least one unique event identifier, and the at least one user option associated with the broadcast segment;

detecting a selection by a user of the at least one user option in response to the broadcast segment;

transmitting, using the broadcast receiver device, at least one data packet in response to the broadcast segment;

receiving the at least one data packet from the broadcast receiver device in response to the broadcast segment;

extracting the at least one unique event identifier from the at least one data packet, wherein an identity of a broadcaster of the broadcast segment can be determined by comparing the at least one unique event identifier with a lookup table;

compiling a summary of user responses based on the extracted unique identifier; and

generating a report for a third party based on the summary of user responses.

35. (Previously presented) The method of Claim 34, wherein the at least one data packet is received without user initiation.

36. (Previously presented) The method of Claim 34, wherein the at least one data packet is tracked according to user, and the user is rewarded for the receipt of the at least one data packet.

37. (Previously presented) The method of Claim 34, wherein the at least one data packet is forwarded by a first user to a second user, and the first user is rewarded for the receipt of the at least one data packet.

38. (Canceled)

39. (Canceled)

40. (Canceled)

41. (Canceled)

42. (Canceled)

43. (Canceled)

44. (Previously presented) The method of Claim 1, wherein detecting the response is performed by the communications device.

45. (Previously presented) The method of Claim 1, wherein extracting comprises polling the communications device.

46. (Previously presented) The method of Claim 1, wherein the communications device is a consumer device equipped with a broadcast transceiver.

47. (Previously presented) The method of Claim 1, further comprising storing at least the unique event identifier and the user options in the communications device for future retrieval.

48. (Previously presented) The method of Claim 34, further comprising storing at least the unique event identifier and the at least one user option in the broadcast receiver for future retrieval.

49. (Cancelled)

50. (Previously presented) The method of Claim 1, wherein the user identifier is a reference number associated with the communications device.

51. (Previously presented) The method of Claim 1, wherein the user identifier is generated by a server.

52. (Previously presented) The method of Claim 1, wherein the user identifier is generated by the user.

53. (Previously presented) The method of Claim 34, wherein the at least one data packet includes a user identifier.

54. (Previously presented) The method of Claim 34, wherein the broadcast receiver is a consumer device equipped with a broadcast transceiver.

55. (Previously presented) The method of Claim 34, wherein the broadcast receiver is a cell phone.

56. (Previously presented) The method of Claim 34, wherein the broadcast receiver is a digital media player.

57. (Previously presented) The method of Claim 34, wherein the broadcast receiver is a radio.

58. (Previously presented) The method of Claim 34, wherein the extracting further comprises extracting a user identifier from the at least one data packet.

59. (Previously presented) The method of Claim 58, wherein the user identifier is a reference number associated with the broadcast receiver.

60. (Currently amended)   A method for configuring a communications device to respond to reception of a broadcast comprising at least a broadcast segment, the broadcast segment associated with a unique event identifier specific to the broadcast segment, the method comprising:

configuring the communications device to extract at least the unique event identifier corresponding to the broadcast segment and at least one user option associated with the broadcast segment, the unique event identifier being provided by a data manager that is separate from the communications device;

configuring the communications device to store the unique event identifier and the user options associated with the broadcast segment in a memory of the communications device for a period of time after the broadcast of the broadcast segment, the communications device further configured to allow a user to select the user options after the broadcast of the broadcast segment;

configuring the communications device to detect a selection by [[a]] the user of the at least one user option in response to the broadcast segment;

configuring the communications device to extract from the communications device a user identifier;

configuring the communications device to create a data packet comprising at least the unique event identifier and the user identifier; and

configuring the communications device to communicate the data packet to a server in response to detection of the selection by the user, wherein the server is configured to process the data packet.

61. (Previously presented) The method of Claim 60, wherein the communications device is a consumer device equipped with a broadcast transceiver.

62. (Previously presented) The method of Claim 61, wherein the consumer device is a cell phone.

63. (Previously presented) The method of Claim 61, wherein the consumer device is a digital media player.

64. (Previously presented) The method of Claim 61, wherein the consumer device is a radio.

65. (Currently amended) A method for tracking and compiling user responses to a broadcast segment, the method comprising:

determining at least one unique event identifier and any user options associated with the broadcast segment corresponding to a specific instance of the broadcast segment, wherein broadcasting a broadcast comprises at least one broadcast segment;

receiving at least one data packet from a user device in response to the broadcast segment, wherein the user device automatically generates the data packet, and further wherein an identity of a broadcaster of the broadcast segment can be determined from the data packet;

extracting the at least one unique event identifier from the at least one data packet, wherein the data packet further comprises at least a destination location for the response;

compiling a summary of user responses based at least in part on the extracted unique identifier; and

generating a report for a third party based on the summary of user responses.

66. (Previously presented) The method of Claim 65, wherein extracting comprises polling the broadcast receiver.

67. (Previously presented) The method of Claim 65, wherein the broadcast receiver is a consumer device equipped with a broadcast transceiver.

68. (Previously presented) The method of Claim 65, wherein the automatic generation of the data packet is in response to a user action.

69. (Previously presented) The method of Claim 65, wherein the user device is a radio.

70. (Previously presented) The method of claim 65, wherein the report comprises user demographic information.

71. (Previously presented) The method of claim 70, wherein the user demographic information comprises user age information.

72. (Previously presented) The method of claim 70, wherein the user demographic information comprises user location information.

73. (Previously presented) The method of claim 70, wherein the user demographic information comprises user gender information.

74. (Currently amended) A method for tracking and compiling user responses to a broadcast segment, the method comprising:

determining at least one unique event identifier corresponding to a specific instance of the broadcast segment, wherein broadcasting a broadcast comprises at least the broadcast segment, and wherein the unique event identifier distinguishes at least a broadcaster, an item, and a date and time of the broadcast segment;

receiving at least one data packet from a user device in response to the broadcast segment, wherein the user device automatically generates the data packet and, further wherein an identity of a broadcaster of the broadcast segment can be determined from the data packet;

extracting the at least one unique event identifier from the at least one data packet, wherein the data packet comprises at least a destination location for the response;

compiling a summary of user responses based at least in part on the extracted unique identifier; and

generating a report for a third party based on the summary of user responses, wherein the user report comprises demographic information.

75. (Previously presented) The method of claim 74, wherein the providing further comprises providing user options associated with the broadcast segment.

76. (Previously presented) The method of claim 74, wherein the user demographic information comprises user age information.

77. (Previously presented)   The method of claim 74, wherein the user demographic information comprises user location information.

78. (Previously presented)   The method of claim 74, wherein the user demographic information comprises user gender information.

79. (Previously presented) The method of claim 74, wherein the automatic generation of the data packet is in response to a user action.

80. (Currently amended) A method for broadcasting a unique event identifier corresponding to a specific instance of a broadcast segment, comprising:

determining the unique event identifier that corresponds to the specific instance of the broadcast segment, wherein broadcasting a broadcast comprises at least the broadcast segment, and wherein the unique event identifier distinguishes at least a broadcaster, an item, and a date and time of the broadcast segment;

preparing at least one element of data identifying the broadcast segment;

formatting at least the unique event identifier into a data packet for transmission in a data stream;

storing at least the unique event identifier, wherein reference to the unique identifier provides access to at least the one element of data identifying the broadcast segment;

transmitting the broadcast segment in a main broadcast signal;

transmitting at least the data packet in the data stream, wherein an identity of a broadcaster of the broadcast segment can be determined from the data packet; and

generating a report at least in part on the unique event identifier.